

Re: Cease and Desist Notice: Breach of Trustpilot Legal Brand Guidelines (Misuse of the Trustpilot Brand) [thread::1JxOs0eHf4iiFK5iDKMCQ2A::]

From Soul Legion <legionkillfeed@outlook.com>

Date Mon 2026-07-20 9:47 AM

To Trust Support <trust.operations@trustpilot.com>; Adrian Blair - Trustpilot <adrian.blair@trustpilot.com>; amk@trustpilot.com <amk@trustpilot.com>; carolyn.jameson@trustpilot.com <carolyn.jameson@trustpilot.com>; frci@trustpilot.com <frci@trustpilot.com>; gime@trustpilot.com <gime@trustpilot.com>; Info - Trustpilot <info@trustpilot.com>; investor.relations@trustpilot.com <investor.relations@trustpilot.com>; Jawayne <jap@trustpilot.com> <jap@trustpilot.com>; kbea@trustpilot.com <kbea@trustpilot.com>; Partnerships - Trustpilot <partnerships@trustpilot.com>; Press - Trust Pilot <press@trustpilot.com>; Privacy - Trust Pilot <privacy@trustpilot.com>; publicaffairs@trustpilot.com <publicaffairs@trustpilot.com>; revenuetechnology+ceur@trustpilot.com <revenuetechnology+ceur@trustpilot.com>; sama@trustpilot.com <sama@trustpilot.com>; socialmedia@trustpilot.com <socialmedia@trustpilot.com>; Support <support@trustpilot.com> <support@trustpilot.com>; trustpilot@headlandconsultancy.com <trustpilot@headlandconsultancy.com>

Cc revenuetechnology+ceur@trustpilot.com <revenuetechnology+ceur@trustpilot.com>; gime@trustpilot.com <gime@trustpilot.com>

Trustpilot Content Integrity, Privacy, Legal and Revenue Technology,

I formally reject your cease-and-desist notice dated 19 July 2026.

Your notice is unsupported. Killfeed.co did not misuse the Trustpilot brand, did not display a TrustScore, did not display a Trustpilot star rating, did not use a TrustBox, did not use Trustpilot widget code, did not use the Trustpilot API, did not use an unofficial Trustpilot application and did not represent that Trustpilot endorsed or authorised Legion Killfeed.

Killfeed.co is Legion Killfeed's official website. It displayed selected customer comments about Legion Killfeed using Legion Killfeed's own design and presentation.

The heading initially referred to "Trustpilot Reviews". That heading was changed to "Product & Service Reviews", removing the Trustpilot name entirely. No Trustpilot-branded material remained.

There was no scraping. No automated scraper, crawler, API, widget or third-party Trustpilot application was used. No Trustpilot database was copied. No technical restriction was bypassed. No live Trustpilot feed was reproduced.

Your notice identifies no scraping method, no technical evidence, no copied database, no Trustpilot asset and no false representation of affiliation. Calling the display of customer comments "scraping" does not make it scraping.

Trustpilot has already confirmed that it does not own the reviews

Trustpilot recently stated: "Reviews are user-generated content owned by the reviewers." That directly destroys the basis of your cease-and-desist notice. Trustpilot relies on reviewer ownership when refusing to remove reviews from its platform, then falsely treats the same reviewer-owned words as exclusively controlled "Trustpilot content" when threatening my business for displaying comments about its own product and service.

Trustpilot cannot have both positions.

You have identified no:

1. Copyright owned by Trustpilot in the reviewers' words.
2. Copyright assignment from the reviewers to Trustpilot.
3. Exclusive licence preventing the comments from appearing elsewhere.
4. Reviewer agreement granting Trustpilot exclusive publication rights.
5. Trustpilot trade mark displayed on killfeed.co.
6. Trustpilot rating displayed on killfeed.co.
7. TrustScore displayed on killfeed.co.
8. Trustpilot database copied by killfeed.co.
9. Automated extraction process.
10. False representation that Trustpilot endorsed Legion Killfeed.

Trustpilot has no identified ownership right, exclusive publication right or brand right over the reviewer-owned words that were displayed.

I do not want to use Trustpilot

I do not want to use Trustpilot now or at any time in the future.

I do not want a Trustpilot Business account.

I do not want a Trustpilot profile.

I do not want Trustpilot widgets.

I do not want a TrustBox.

I do not want to purchase a Trustpilot plan.

I do not want to invite reviews through Trustpilot.

I do not want to reply to reviews through Trustpilot.

I do not want Trustpilot publishing ratings, reviews, warnings, classifications or other material about Legion Killfeed.

I have repeatedly demanded complete removal of the profile, closure of the account, disconnection of the linked Google account, restriction of the disputed processing and termination of Trustpilot's forced public association with me and Legion Killfeed.

Trustpilot ignored those demands.

Do not respond by explaining how I can comply with your guidelines, continue using Trustpilot or obtain permission through one of your products. I am not seeking permission to use your platform. I am demanding complete disassociation from it.

This is retaliatory adverse action

This is retaliatory adverse action taken after Trustpilot was placed on formal legal and regulatory notice and ignored the communications served on it.

The sequence is clear:

1. I reported false, misleading and unlawful reviews.
2. Trustpilot repeatedly refused to address the complete evidence.
3. I demanded access, correction, restriction, erasure and complete removal.
4. Trustpilot ignored those demands.
5. I used the editable profile fields to record that Trustpilot was on formal legal notice.
6. Trustpilot immediately detected and reversed those edits.
7. Trustpilot accused me of profile misuse.
8. Trustpilot published an adverse consumer warning.
9. Trustpilot accused me of misusing the flagging system without identifying any improper report.
10. Trustpilot continued publishing the disputed reviews.
11. Trustpilot continued refusing to remove the profile.
12. Trustpilot issued this cease-and-desist notice.
13. Trustpilot threatened further public warnings, account restrictions, removal of search-engine distribution and legal action.
14. Revenue Technology remained included in the enforcement correspondence.

Trustpilot ignored repeated legal, privacy, restriction and erasure communications but acted immediately when its own conduct was exposed through the profile and when customer comments were displayed independently of its controlled products.

That is retaliatory adverse action.

Trustpilot's public warning is false and misleading

Trustpilot has publicly stated:

"This company has been displaying Trustpilot content incorrectly."

The expanded warning suggests that Legion Killfeed displayed an inaccurate rating or reviews it was not permitted to use.

That is false.

No Trustpilot rating was displayed.

No TrustScore was displayed.

No Trustpilot stars were displayed.

No Trustpilot logo was displayed.

No TrustBox was displayed.

No Trustpilot widget was displayed.

No Trustpilot API was used.

No Trustpilot page design was copied.

No claim of Trustpilot endorsement was made.

No Trustpilot branding remained on the page.

Trustpilot itself confirmed that reviews are user-generated content owned by the reviewers.

The warning is Trustpilot's own publication. It is not user-generated content. Trustpilot is directly responsible for its wording, accuracy, publication, distribution and damage.

The warning must be removed immediately.

Trustpilot imposed adverse action before its own deadline expired

Your 19 July notice states that Trustpilot will impose a prominent consumer warning if the alleged conduct continues for seven days.

Trustpilot was already displaying a prominent consumer warning against Legion Killfeed by 20 July 2026.

The seven-day period had not expired.

Trustpilot therefore imposed the threatened adverse action before the period stated in its own notice had elapsed.

Your notice created the false appearance that Legion Killfeed had been given seven days to respond or comply when Trustpilot had already imposed the public punishment.

Provide:

1. The exact date and time the warning was imposed.
2. The exact conduct said to have caused it.
3. The identity or role of the person who authorised it.
4. Whether the decision was automated.
5. The evidence relied upon.
6. The number of people shown the warning.
7. Every search engine, API, structured-data system or other recipient that received the warning or related classification.
8. Whether Trustpilot intends to impose another warning or extend the existing warning for at least six months.
9. Why the threatened action was taken before the stated seven-day period expired.

Trustpilot is attempting commercial coercion

Trustpilot previously directed me toward Trustpilot-controlled widgets and display products while threatening public consequences for displaying customer comments independently.

Revenue Technology has repeatedly been copied into the enforcement correspondence.

Trustpilot is attempting to force my business to use Trustpilot-controlled products while refusing to remove a profile and public association that I expressly reject.

Trustpilot's position is:

1. Trustpilot may create and maintain a public profile for Legion Killfeed without my consent.
2. Trustpilot may publish and distribute reviews about my business.
3. Trustpilot may refuse to remove the profile.
4. Trustpilot may refuse to remove disputed reviews.
5. Trustpilot may encourage me to respond through Trustpilot.
6. Trustpilot may restrict how I report materially rewritten allegations.
7. Trustpilot may threaten my business for displaying reviewer-owned comments outside Trustpilot.
8. Trustpilot may direct me toward plan-controlled Trustpilot products.
9. Trustpilot may publish a warning against my business when I refuse.
10. Trustpilot may threaten additional warnings, account restrictions and legal action.

That is attempted commercial coercion.

Trustpilot must disclose:

1. Revenue Technology's role in the warning and cease-and-desist notice.
2. Whether my Trustpilot plan was considered.
3. Whether purchasing or upgrading a plan would have changed the enforcement outcome.
4. Whether payment would have permitted the same customer comments to remain displayed.
5. Whether sales, revenue, retention, conversion or upgrade information was considered.
6. Whether the warning was intended to pressure me into using Trustpilot products.
7. Why a revenue-related function was involved in an alleged brand-enforcement matter.

Trustpilot cannot force continued participation

Trustpilot's claim that it does not remove profiles because reviews are owned by reviewers does not give Trustpilot an unlimited right to force an identifiable sole trader into permanent public association with its platform.

Trustpilot actively controls:

- the existence of the profile;
- the business name and description;
- the rating and TrustScore;
- review visibility;
- review restoration;
- warning publication;
- account restrictions;
- search-engine distribution;
- structured data;
- profile classifications;
- reporting functionality;
- and whether new reviews continue to be accepted.

Trustpilot cannot claim that it lacks control when I demand removal while simultaneously exercising complete control whenever it wishes to reverse my edits, restore reviews, publish warnings and threaten enforcement.

I require complete disassociation.

Trustpilot must:

1. Close the Trustpilot Business account associated with Legion Killfeed.
2. Disconnect the linked Google account.
3. Remove the public profile for killfeed.co.
4. Remove all reviews, positive and negative.
5. Remove all ratings, TrustScores and review counts.
6. Remove all public replies attributed to me or Legion Killfeed.
7. Remove the consumer warning.
8. Stop accepting new reviews concerning Legion Killfeed.
9. Stop distributing the profile through search engines, APIs, widgets, structured data and syndication systems.
10. Stop using my personal data and sole-trader identity to maintain a public commercial profile.
11. Restrict the disputed processing while the legal and regulatory complaints remain active.
12. Preserve the underlying records for regulatory and legal proceedings without continuing public publication.

Required withdrawal

Trustpilot must immediately withdraw:

- the allegation that killfeed.co engaged in scraping;
- the allegation that Trustpilot branding was misused;
- the allegation that the reviewer-owned comments were displayed without a right to do so;
- the public consumer warning;
- the threatened minimum six-month warning;
- the threatened account restrictions;
- the threatened search-engine suppression;
- and the threat of legal action arising from this unsupported notice.

If Trustpilot refuses, provide:

1. Every exact killfeed.co URL relied upon.
2. Every exact item of content alleged to breach Trustpilot's rights.
3. Every screenshot, archived copy and captured page relied upon.
4. The date and time each item was captured.
5. The exact Trustpilot-owned asset allegedly used.
6. The evidence that automated scraping occurred.
7. The alleged scraping method.
8. The specific copyright, trade mark, database, contractual or other right relied upon.
9. Every copyright assignment or exclusive licence obtained from the relevant reviewers.
10. The basis for calling reviewer-owned words "Trustpilot content".
11. The complete decision record for the consumer warning.
12. The complete decision record for the cease-and-desist notice.
13. The names or roles of the people who authorised both actions.
14. Every automated score, classification and recommendation used.
15. Every communication involving Revenue Technology.
16. Every record showing whether my legal notices, privacy complaints or regulatory complaints influenced the enforcement action.
17. The reason Trustpilot immediately imposed adverse action while continuing to ignore my removal, restriction and erasure demands.

Preservation notice

Trustpilot must preserve all records relating to:

- monitoring of killfeed.co;
- screenshots and archived page captures;
- automated detection records;
- consumer-warning decisions;
- cease-and-desist drafts and approvals;
- Revenue Technology communications;
- internal legal communications;
- profile-misuse records;
- flagging-misuse records;
- account classifications;
- profile and review distribution records;
- search-engine disclosures;
- plan and revenue information considered;
- and every communication concerning my legal, privacy, restriction and erasure notices.

These records fall within my existing subject access request and are relevant to the complaints submitted to the OAIC and Danish Data Protection Agency.

Trustpilot is on express notice that the consumer warning, cease-and-desist notice, further enforcement are retaliatory adverse action taken after Trustpilot received and ignored formal legal, privacy, restriction and erasure demands.

Nothing in this response accepts Trustpilot's allegations, accepts continued participation in Trustpilot, authorises continued public processing or waives any claim arising from Trustpilot's conduct.

Anthony "Soul" Brodie
Trading as Legion Killfeed
ABN 28 387 377 607
New South Wales, Australia

From: Trust Support <trust.operations@trustpilot.com>
Sent: Sunday, 19 July 2026 6:04 PM
To: legionkillfeed@outlook.com <legionkillfeed@outlook.com>
Cc: revenue@trustpilot.com <revenue@trustpilot.com>; gime@trustpilot.com <gime@trustpilot.com>
Subject: Cease and Desist Notice: Breach of Trustpilot Legal Brand Guidelines (Misuse of the Trustpilot Brand) [thread::1JxOs0eHf4iiFK5iDKMCQ2A::]

Hi,

Cease and Desist Notice: Breach of Trustpilot Legal Brand Guidelines (Misuse of the Trustpilot Brand)

We're writing to you because we have continued to detect misuse of the Trustpilot brand on killfeed.co since our last warning sent to you. As a result, we're sending you this notice.

What is misuse of the Trustpilot brand?

Misuse of the Trustpilot brand is misleading or incorrect use of our name, logo, TrustScore, Star Rating, TrustBox widgets, or other brand assets. This includes displaying outdated Star Ratings on your website, using a TrustBox widget that is not included in your Trustpilot plan, or an unofficial third-party application used to display Trustpilot content.

Misuse of our brand is a breach of our [Legal Brand Guidelines](#), and undermines the trust and integrity of our platform.

How does it concern my business?

You have a Trustpilot Business account, which allows the use of our platform for killfeed.co. On signing up to Trustpilot, you accepted our [Terms of Use and Sale for Business](#), including the [Trustpilot Guidelines for Businesses](#) and the [Legal Brand Guidelines](#).

Your continued misuse of the Trustpilot brand is a breach of our [Legal Brand Guidelines](#) and therefore a breach of our [Terms of Use and Sale for Businesses](#). In this case, we've detected the following misuse of the Trustpilot brand on killfeed.co: You're displaying reviews from Trustpilot without our approval. This is commonly known as "scraping".

How to fix it:

- Please remove all scraped Trustpilot reviews from your site.

What do I need to do?

We do not tolerate misuse of the Trustpilot Brand, and you must **immediately** cease and desist doing this. This is your final warning.

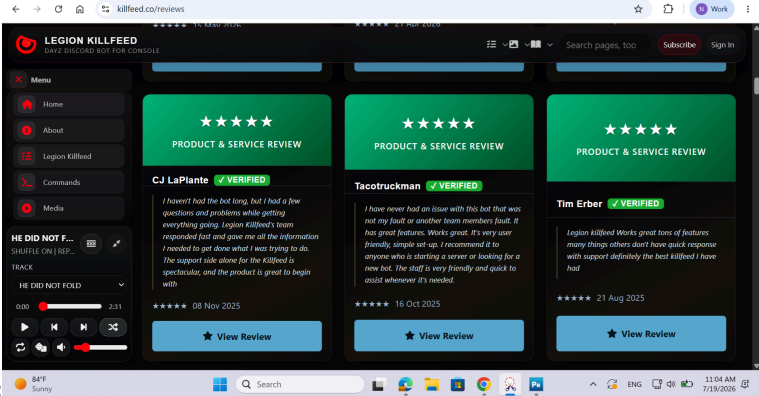
What happens next?

If we continue to detect misuse of the Trustpilot brand on killfeed.co in **7 days**, we will, without further notice to you:

- Place a prominent Consumer Warning on your business profile page for a minimum of 6 months, during which your TrustScore will be hidden.
- Your Trustpilot Business account will be limited to replying to and flagging reviews.
- You'll no longer be entitled to use any of the Trustpilot brand assets and TrustBoxes.
- Stop sharing your Trustpilot review data with search engines.

We reserve the right to take further and appropriate legal action to protect the integrity of our platform and our brand. If you have questions or need support, please reply to this email, and we'll assist you.

Kind regards,



Screenshot of Trustpilot brand misuse:
Trustpilot